**Primary Research:**

**Purpose of the primary research:**

We use primary research to find out what the customer wants and how they feel about our ideas.

We use questionnaires to ask people their opinions on a product or idea in an anonymous and discrete manor. With this we then modify of add to the product depending on what they say.

We use focus groups to get a face to face opinion of a product or idea. Then we can modify or add to the product depending on what they said.

**The relevance and success of it in accordance to your business:**

This is relevant to my business as I can ask people what they think of a website and what I could improve on as it will be the people who view the website, it will give me an honest opinion on what they feel needs to be improved on.

**The advantages/disadvantages of research:**

There are many advantages to research such as: You will get an honest opinion on what people think of your product or idea, what you could improve on, what you can add and remove, what people would like the idea to be in the future and finding out if your product or idea will be sold or if it I just a bad idea.

**Secondary Research:**

**Purpose of the secondary research:**

We use secondary research to find out from other sources of information, our competition and the things that give them the distinctive advantage over everyone else, their USP.

**Competitors:**

**What is a USP and why is it important?** A USP is the Unique Selling Point of a business, the one thing that makes them different from the competitors. This is important to me to find out my competitors USP so I can either improve on their USP or create a new one which competes with theirs.

* + **My USP:** We strive to design and develop affordable websites to those who want them, to achieve the otherwise impossible with the websites and revolutionise the way websites are developed.

|  |  |  |  |
| --- | --- | --- | --- |
| **Who are they?** | Weebly | Moonfruit | Coastal Creative |
| **Where are they?** | On the internet | On the internet | Great Yarmouth |
| **What do they do?** | Provide hosting and Drag and Drop Web Design by the user. | Provide hosting and Drag and Drop Web Design by the user. | Create websites for you |
| **What is their USP?** | Drag and Drop Web Design by the user and basic web hosting | Drag and Drop Web Design by the user and basic web hosting | Personalised web design for you |
| **Their marketing techniques:** | Online, they have a logo which is shown on your website, they also have Facebook. | Online, they have a logo which is shown on your website, they also have Facebook. | Online, they have Facebook and twitter. |
| **Their products:** | Websites Designer | Websites Designer | Website Designer |
| **The cost of products** | Free for basic package with ads. | Free for basic package with ads, then £6 a month to £35 a month. | £149.00 |
| **Their target market** | People wishing to make websites. | People setting up companies and businesses. | People setting up companies and businesses. |

If I were to price my products compared with their products, I would have to price everything at a cheaper price, £100 for a 5 page website. This shows me that the market is very competitive and expensive. This will help me make decisions because I can see what other companies have done and decide on what to do.

**Commercial Data:**

I have found information supporting the idea that the performance of the e-business is proportional to the quality of a website.

<http://www.sciencedirect.com/science/article/pii/S016792360500165X>

**Customer Service and Relations:**

**How do they deal with customers? Do they make any promises?**

**Coastal Creative:** They have a form on their website you can fill in for any enquiries, of call them on their dedicated number.

**Weebly:** Could not find any information.

**Moonfruit:** They have an extensive library of guides to help you; also they have an FAQ page.

**Why is it important to build up good relationships with customers?**

So they come back or stay with you. Although there is not much need as they will have the website, then it is best for them to refer me to other people in the same situations as them.

**How can you keep them coming back?**

Have promotional offers, prize draws.

**How will your business deal with this?**

Holding prize draws every month, have multiple promotional offers each year.

**Why is it important to build up a good relationship?**

So they keep coming back, they tell other people and you will gain a good reputation.

**How can you keep them coming back?**

I will hold promotional offers and keep giving them little perks for staying with them.

**How will your business deal with this?**

I will have promotional offers which include prize draws, giveaways and raffles.

**Marketing Mix:**

**Product:**

I will be making and selling websites. My target audience will be preferably someone who wants to start a business or is advertising something over the internet.

**Price:**

I will use a long haul strategy to give the customers high quality products at medium prices. With £10 a month for hosting with a 3 page website or £20 a month for hosting with a 6 page website. This is different to my other pricing plan as this is on a monthly basis.

**Place:**

I will be working over the internet so anywhere, although maybe having a building to meet the clients.

**Promotion:**

|  |  |  |  |
| --- | --- | --- | --- |
| Company: | **Coastal Creative** | **Juiced Media** | **Me** |
| Nature of product: | Making and selling websites. | Making and selling websites. | Making and selling websites. |
| Marketing Strategies : | Facebook, Twitter, online advertisement | Facebook, Twitter, Linkedin, Online advertisement, Google plus, YouTube | Facebook, Online advertisement, |
| Marketing Budget | ? | ? | £100 |
| Big campaigns: | ? | ? | I will use social media to target a national audience and use posters and advertisement in local newspapers |
| Target Market | ? | ? | Businesses wanting to promote or advertise a product or idea. |
| Competition | Refer to table above | Refer to table above | Refer to table above |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type** | **Advantages Customer Pro** | **Disadvantages Customer Con** | **Advantages Retailer Pro** | **Disadvantages Retailer Con** |
| **Online Shopping** | There is no need to leave the house as it is on your computer | You can’t try the product before you buy it. | No need for a shop | They can say the parcel was not delivered so you resend. |
| **Shop** | You have good customer service | You have to leave the house | People become loyal customers to your | There are many costs you have to pay. |
| **Tele Sales** | No need to leave your house as they are on the phone | You can get unwanted hassle from the sellers. | There is no need for a shop. | Customers do not trust sellers over the phone |
| **Personal Selling** | You can talk to someone about the product | They may not know anything about product | You can convince the customer to buy the product | They can get annoying customers |

The selling technique I will use is online shopping, because they can preview the product and contact me of details if necessary. I will not be using Telephone sales as they are intrusive and annoying.

**Environment:**

It is important to consider the environment when starting a business because your business can affect the environment in many ways; this can affect your popularity as your customers may look for a company who is more environmentally friendly. If you have a building then you will have to supply the building with power. The environmental issues I will face will be powering my computer, powering where I will work, this will be my house, and I can reduce my power consumption by installing a wind turbine in the garden and a solar panel on the roof. Some companies cut down trees such as Velvet, but they promise to plant 3 trees for every one they cut down. This is good as they are helping to keep the wildlife alive and keep a constant supply of oxygen. Other companies use renewable energy to cut down on C02 emissions and others use biodegradable products to cut down on landfill. I will also cut down on packaging if I use any to save the environment.

As transportation I will travel by bike, bus or walk to my customers to arrange what they want for their website. My product life cycle will be infinite as it will be held on the internet, not creating any waste although the servers holding the website will use some power. And my source of product will be my laptop, using a bit of power but in energy saving mode it can run for 8 hours without a charge.

**Questionnaire**

1. Are you male or female?
   * Male
   * Female
2. Do you have a website?

* Yes
* No

1. If yes, where did you make it?

* Dreamweaver
* Moonfruit
* Webs
* Weebly
* If other please state: ……………………………………….

1. Up to how much would you pay for a custom website?

* £1-£20.99
* £21-£40.99
* £41-£60.99
* £61-£70.99
* +£71

1. What would be the purpose of this website?

* Advertise
* Share
* Sell
* Portfolio
* If other please state: ……………………………………….

1. Do you know any Coding Languages involved with web development?

* Yes
* No

1. If yes, what are they?

* HTML
* PHP
* CSS
* JavaScript
* If other please state: ……………………………………..

1. What means of contact would you prefer?

* Telephone
* Email
* Post
* Fax
* If other please state: ……………………………………..